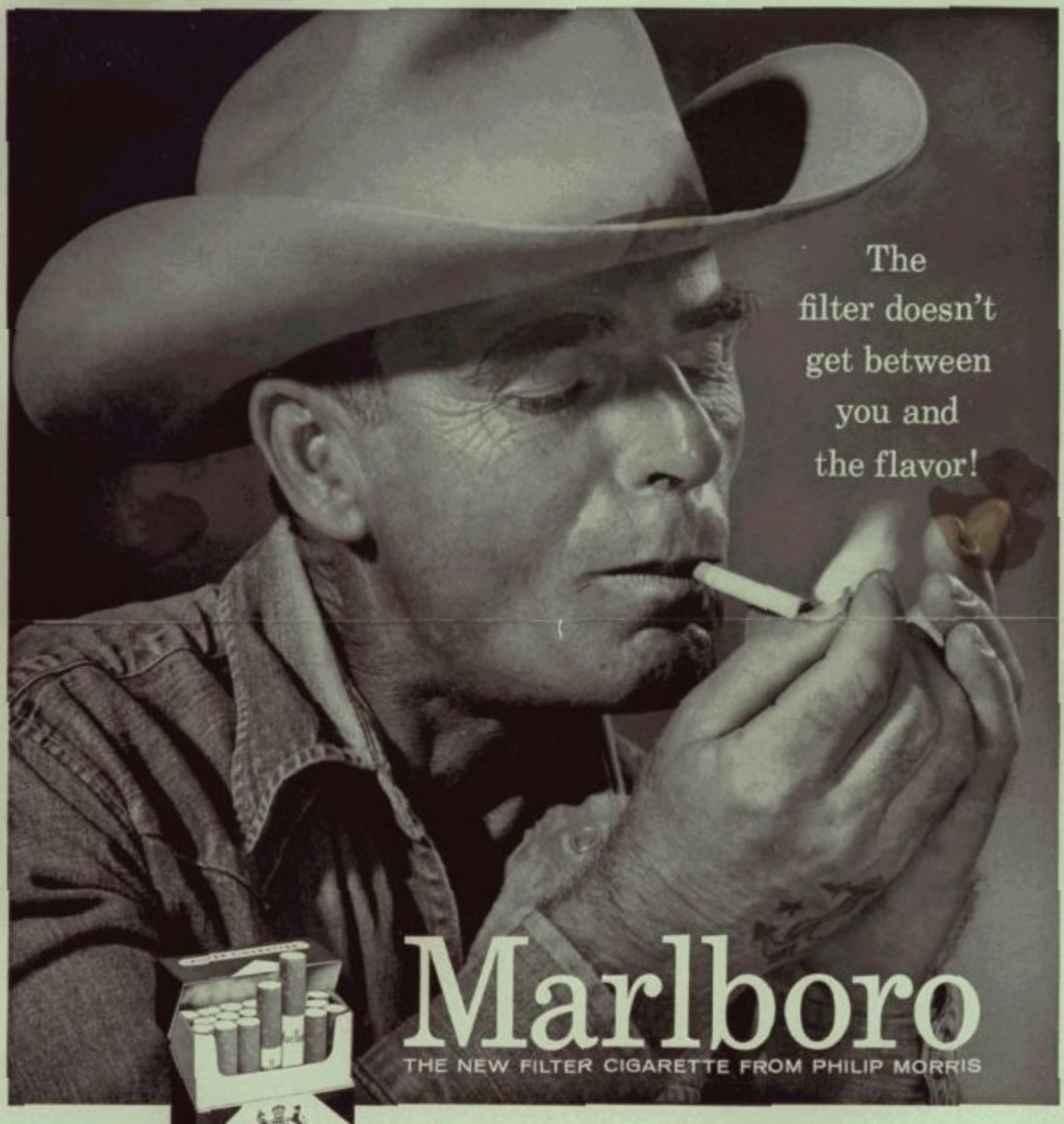
LEO BURNETT COMPANY, *Inc.*
Ad No. 135—Req. No. 58036—1 Page—B&W—Bleed—10 15/16 x 13 9/16—Look, Nov. 29, 1955 (A)

Ranch Hand



NEW FLIP-TOP BOX

Firm to keep cigarettes from crushing. No tobacco in your pocket.

POPULAR FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

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